

DOWNTOWN AND REGIONAL  
ENTERPRISE DEPARTMENT

4.2

**APPROVED**  
MAY 23 2000  
OFFICE OF THE  
CITY CLERK

May 8, 2000

City Council  
Sacramento, CA

Honorable Members in Session:

**SUBJECT: Downtown Area Shuttle (DASH) – Funding Proposal to Expand Program to Include Replica Trolley Route from Old Sacramento to the Convention Center (2<sup>nd</sup> Street to 13<sup>th</sup> Street Loop along J & L Street) and Enhanced Signage and Marketing**

**LOCATION/COUNCIL DISTRICT:** Council District 1

**RECOMMENDATION:**

This report recommends that the City Council approve the attached resolution which:

- Approves in concept the DASH Program Enhancements and funding proposal for the replica trolley route and enhanced marketing and signage program as outlined in this report.
- Authorizes the City Manager to forward this report to Regional Transit (RT) requesting that the RT Board consider the funding proposal for DASH Enhancements.
- Authorizes the City Manager to negotiate agreements with RT and stakeholders based on the terms outlined in this report.
- Directs staff to report back with final agreements and budgetary recommendations based on the funding proposal outlined in this report.

**CONTACT PERSON:** Michelle Nelson, Senior Management Analyst, 264-7064  
Wendy Saunders, Downtown Manager, 264-8196

**FOR COUNCIL MEETING OF:** May 23, 2000

**SUMMARY:**

This Council item is a report back from discontinuation of the Point West DASH Shuttle last December. This report seeks conceptual approval of enhancements to the DASH program funded from the Community Center Fund to include a new trolley route and enhanced signage and marketing. Private sources of funding from Downtown stakeholders are proposed, in addition to proposed funding from Regional Transit.

*Building on Our History - Creating The Place to Be.*

CITY OF SACRAMENTO

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## **BACKGROUND INFORMATION**

- In 1997, City Council directed staff to investigate ways to implement a shuttle service that would connect downtown, Old Sacramento, Midtown businesses, the Convention Center, Crocker Museum and Point West Hotels. City Council agreed to contribute up to \$100,000 from the Community Center Fund towards the operation of the shuttle.
- A committee comprised of Point West and Midtown businesses, City and RT staff determined that a separate shuttle system was cost prohibitive at \$700,000 and looked instead at expanding existing bus service.
- In 1998, City Council approved the two-part DASH service to serve the downtown and Point West hotel areas: 1)The Point West (or Hotel) DASH funded by the Community Center Fund and Point West and Downtown/Midtown stakeholders; and the Downtown DASH funded by RT.
- On November 23, 1999, City Council approved discontinuation of the Point West DASH effective December 31, 1999 due to low ridership and discontentment among Downtown and Point West stakeholder groups over the route and the benefits of the service.
- In December 1999, RT announced that replica trolleys (**Attachment 1**) they had ordered would arrive in Spring 2000, almost a year ahead of schedule, and be available for special services.
- Downtown and Midtown stakeholders, including Convention and Visitors Bureau, Old Sacramento Management Board, Downtown Sacramento Partnership, Downtown Plaza, have met over the last four months to develop a compatible route for the trolley and develop a signage and marketing plan to improve the existing DASH transportation system.
- On February 14, 2000, at an RT Board Hearing to consider future services, the RT Board indicated a willingness to consider using a portion of existing RT funds toward funding a trolley "shuttle" route in the Downtown/Midtown area.

### ***Existing DASH Transportation System - Downtown DASH***

- The Downtown DASH is an extension of the RT Route 30 that provides 15-minute service through Downtown and Midtown along J and L Streets, serving Old Sacramento, Amtrak, California State University of Sacramento (CSUS), and points in between. The Downtown DASH cost passengers \$0.50 each time they ride within the Central City any time of the day, seven (7) days a week
- The Downtown DASH plays a significant role in the sales efforts of the Sacramento Convention Bureau and the Convention Center for booking hotels and convention space.

### ***Proposed DASH Enhancements***

The following elements are part of a three-year public/private funding proposal to enhance the existing downtown/midtown transportation system for tourists and downtown workers. The three-year commitment is sought to sustain the program long enough for all parties to adequately evaluate its merits. Staff will report back annually on the status of the program, including ridership, stakeholder satisfaction, customer counts through coupons or special offers from retailers/restaurants.

▪ **Addition of Two (2) New Replica Trolley Vehicles**

The initial proposed trolley route is the loop from 13<sup>th</sup> Street in front of the Convention Center to Old Sacramento. Two trolleys will operate weekdays from 11:00 a.m. to 3:00 p.m. every 10 minutes. On weekends, one trolley will operate along the same route approximately every 15-18 minutes.

Extension of the trolley route to Midtown and extended trolley hours were explored but determined infeasible at this time given the shared goals of stakeholders for ten minute service and a financially supportable route. Funding for future route/schedule extensions will be negotiated as part of the City's requirement for downtown development projects to participate in a Transportation Management Plan.

▪ **New DASH Stop Signs/Grid Map**

Currently there are only a couple of DASH signs at stops along the existing DASH route. New signs are proposed at major stops along both the Downtown DASH and trolley routes in the Downtown/Midtown area. The new signs would be made to stand out visually among other bus signs and traffic signs. Signs would include the DASH design, bus and trolley schedule and grid map showing the routes in relation to major destinations and attractions. Existing poles at or near stops will be used to minimize costs.

▪ **Enhanced DASH Marketing**

A \$10,000 annual marketing budget is proposed to provide an on-going source of funds for the following activities:

- ✓ Production of companion brochures/flyers/posters/mailers
- ✓ Promotional campaign with radio/TV cooperative advertising/Public Service Announcements
- ✓ On-going training of hospitality staff
- ✓ Coupon programs with retailers and restaurants

DASH stakeholders will also participate in marketing the DASH in conjunction with their existing marketing programs.

***Stakeholder Agreements***

**Attachment 2** defines the responsibilities of each of the stakeholder entities (City, RT, Private) and serves as the basis for negotiation of subsequent agreements between the entities.

**FINANCIAL CONSIDERATIONS:**

A budget for the proposed enhancements is shown in **Attachment 3**. The total budget for the proposed enhancements is \$182,000, including a \$10,000 contingency. The proposed City contribution for the next three years beginning in FY 2001 is \$50,000 from the Convention Center Enterprise Fund. Since 1998, the Convention Center Fund has included \$85,000 annually for the DASH program. This proposal would reduce that allocation to \$50,000 annually.

**ENVIRONMENTAL CONSIDERATIONS:**

There are no environmental requirements for consideration of funding the proposed enhancements. RT, as lead agency, held a public hearing and is responsible for compliance with CEQA for the proposed new trolley service.

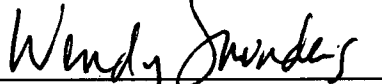
**ESBD CONSIDERATIONS:**

There are no ESBD considerations associated with the approval of funding for the proposed DASH enhancements.

**POLICY CONSIDERATIONS:**

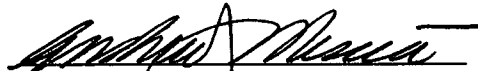
- Funding of enhancements to the DASH transportation system are consistent with Downtown transit strategies to decrease the number of single occupant vehicles at peak times and to reduce the demand on short-term parking capacity.
- Funding of proposed DASH enhancement is consistent with Downtown policies to encourage patronage of downtown retailers and visitor destinations.
- Allocation of Developer Transportation Management Plan (TMP) funding from development to alternative modes of transit is consistent with previous policy in support of the Electric Trolley and Downtown Shuttle.
- Proposed funding from the Convention Center Fund is consistent with previous policy to fund the Point West DASH as a means for generating tourism and convention bookings.

Respectfully Submitted,



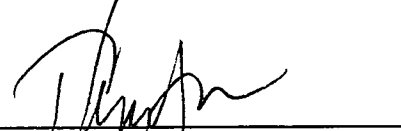
WENDY S. SAUNDERS  
Development Manager


APPROVED:



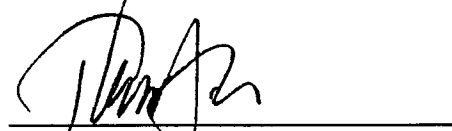
ANDREW J. PLESCIA  
Economic Development Department Director

RECOMMENDATION APPROVED:

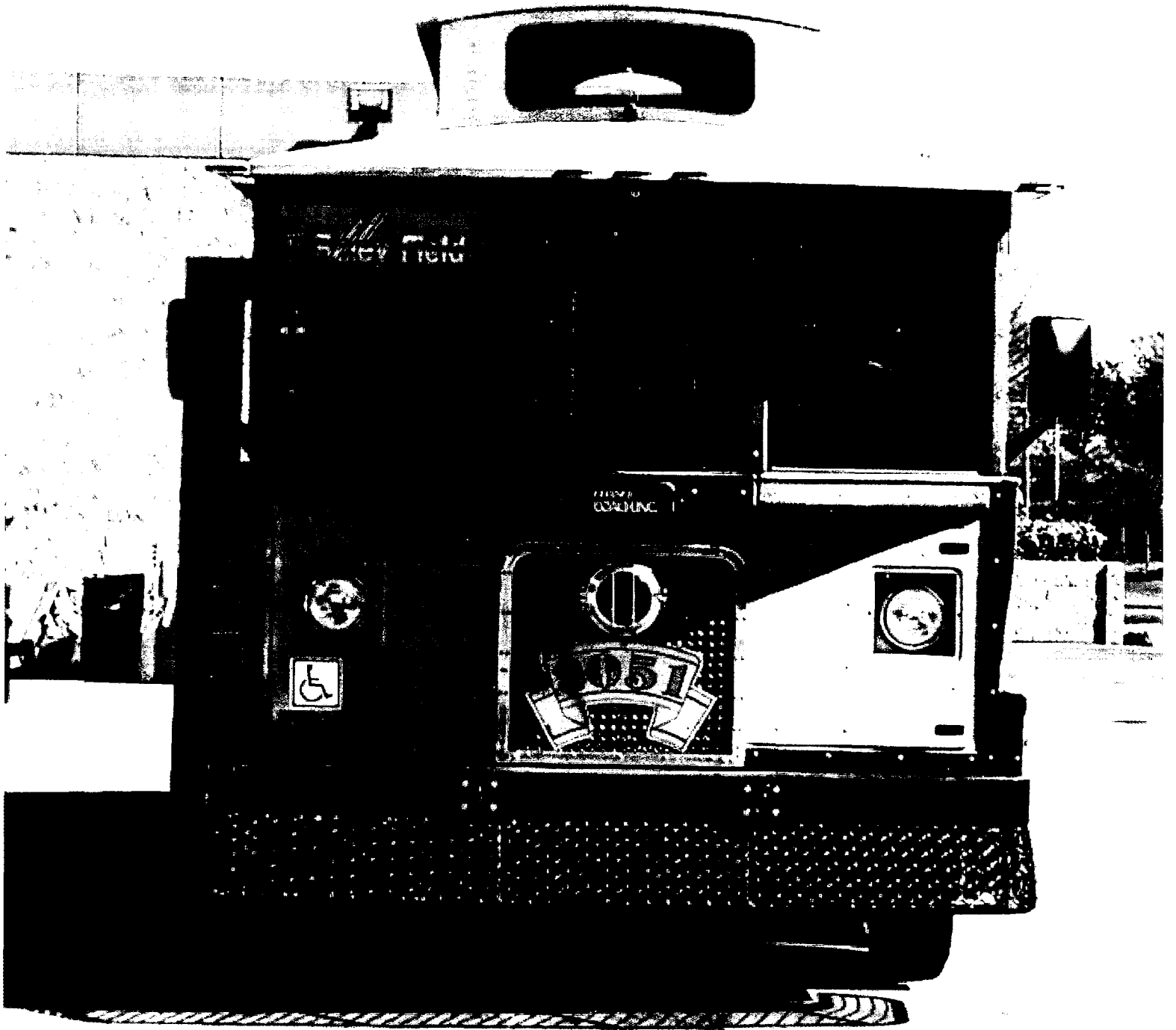


 ROBERT P. THOMAS  
City Manager

APPROVED:



THOMAS V. LEE  
Deputy City Manager



**DASH ENHANCEMENTS FUNDING PROPOSAL**  
**Conceptual Partnership Responsibilities/Obligations**

<u>Agreement Issues</u>	<u>City</u>	<u>RT</u>	<u>Stakeholders</u>
Operation of DASH trolley		X	
Funding of DASH Trolley & Enhancements	X	X	X
Fare Collection Shortfalls			X
Excess Fare Revenues (route extensions)	X	X	X
Design/Production of Trolley Sign		X	
Design/Production of DASH stop signs		X	X
Installation of DASH stop signs	X	X	
Design/ Production of DASH Brochure			X (CVB)
Promotional campaign			X (CVB)
Distribution of Marketing Materials	X	X	X
Evaluation Measures	X	X	X
Budget Oversight	X	X	

## DASH PROGRAM ENHANCEMENTS

<u>Proposed Operating Budget</u>	FY 99/00	FY 00/01	FY 01/02	FY 02/03
Total Annual Operational Cost (assumes 3% cost increase)		162,000	166,860	171,866
Marketing		\$10,000	\$10,000	\$10,000
One Time Signage	\$10,000			
Contingency		\$10,000	\$10,140	\$10,134
<b>TOTAL DASH ENHANCEMENT OPERATING BUDGET</b>	<b>\$10,000</b>	<b>\$182,000</b>	<b>\$187,000</b>	<b>\$192,000</b>
 <u>Proposed Funding Partnership</u>				
<u>Public</u>				
City		\$50,000	\$50,000	\$50,000
RT		<u>\$50,000</u>	<u>\$50,000</u>	<u>\$50,000</u>
<b>Total Public Funding</b>		\$100,000	\$100,000	\$100,000
 <u>Proposed TMP Partners *</u>				
Downtown Plaza/Westfield		\$16,000	\$16,000	\$16,000
Esquire		<u>\$14,000</u>	<u>\$14,000</u>	<u>\$14,000</u>
<b>Total TMP Funding</b>		\$30,000	\$30,000	\$30,000
 <u>Other Proposed Stakeholders</u>				
Convention & Visitor's Bureau		\$6,000	\$7,000	\$8,000
Downtown Sacramento Partnership		\$6,000	\$7,000	\$8,000
Old Sacramento Management District		\$6,000	\$7,000	\$8,000
Holiday Inn Capitol Plaza		\$6,000	\$7,000	\$8,000
Hyatt		<u>\$6,000</u>	<u>\$7,000</u>	<u>\$8,000</u>
<b>Total Stakeholder Funding</b>		\$30,000	\$35,000	\$40,000
 <u>Additional Revenue Sources</u>				
CITY DASH FUND BALANCE (Point West Shuttle)	\$10,000			
Projected Annual Ridership Revenue		<u>\$22,000</u>	<u>22,000</u>	<u>22,000</u>
<b>Total Additional Revenue Sources</b>		\$22,000	22,000	22,000
<b>TOTAL PARTNERSHIP FUNDING</b>	<b>\$10,000</b>	<b>\$182,000</b>	<b>\$187,000</b>	<b>\$192,000</b>

\* As additional downtown development projects are approved they will be asked to approve funding of the shuttle program as part of their TMP requirement.

# **PRESENTATION SLIDES**



# DASH Program Enhancements Funding Proposal

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■	<b>Initial 3-year financial commitment</b>	
■	<b>Public funding .....</b>	<b>55%</b>
■	Regional Transit	50k
■	City	50k
■	<b>Private funding .....</b>	<b>35%</b>
■	Downtown Stakeholders	60k
■	<b>User Fees.....</b>	<b>10%</b>
■	Fare Revenue	22k

# DASH Program Enhancements

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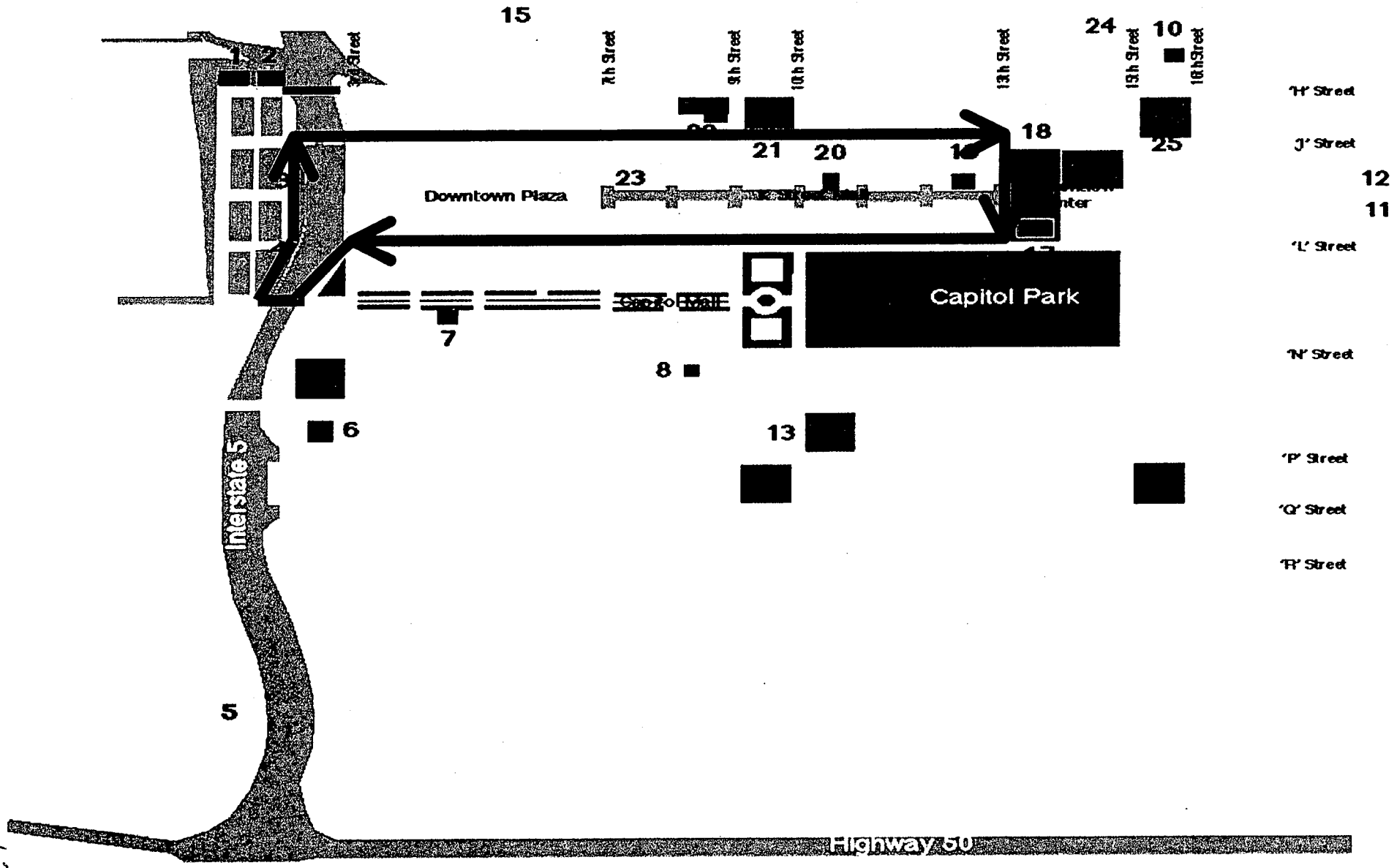
- Addition of two (2) new Replica Trolley vehicles to Downtown Area Shuttle (DASH) system
- Addition of signature DASH stop signs, grid map and directional signs at designated stops
- Enhanced DASH marketing

# **New DASH Trolley Schedule/Route**

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- 2 Trolleys Monday - Friday 11:00 a.m. - 3:00 p.m.
- 1 Trolley Saturday, Sunday 11:00 a.m. - 3:00 p.m.
- Weekday Trolley Frequency - 10 minutes
- Convention Center to Old Sacramento loop
- Eight (8) Proposed stops - 13th&K, 11th&L, 6th&L, 2nd&K, 4th&J, 7th&J, 9th&J

# DASH Trolley Route



12

# Enhanced DASH signage/marketing

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- Bold/colorful DASH stop sign w/grid map
- Directional signage to restaurants & shopping
- Brochure w/Grid map of major destinations
- Radio/TV advertising
- Coupon program w/ retailers, restaurants
- Posters on Downtown bus shelters, at employer sites and other downtown locations
- Magazine and organizational newsletter articles and ads
- Annual marketing budget
- On-going training of hospitality staff

**RESOLUTION NO. 2000-270**

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF \_\_\_\_\_



RESOLUTION APPROVING IN CONCEPT A FUNDING PROPOSAL  
TO EXPAND DASH PROGRAM  
TO INCLUDE REPLICA TROLLEY ROUTE FROM OLD SACRAMENTO  
TO THE CONVENTION CENTER AND ENHANCED SIGNAGE AND MARKETING

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SACRAMENTO:

1. The DASH Program Enhancements, including the replica trolley route and enhanced marketing and signage program as outlined in this report are approved in concept;
2. City Manager is authorized to forward this report to Regional Transit (RT) requesting that the RT Board consider implementation of the DASH Program Enhancements and accept the City's and private stakeholder proposed funding contributions as outlined in the attached report.
3. City Manager is authorized to negotiate a three-year agreement with RT upon approval of this proposal by the RT Board.
4. Staff is directed to report back with final agreements and budgetary recommendation based on the funding proposal outlined in this report.

\_\_\_\_\_  
MAYOR

\_\_\_\_\_  
CITY CLERK

**FOR CITY CLERK USE ONLY**

RESOLUTION NO.: \_\_\_\_\_

DATE ADOPTED: \_\_\_\_\_ 14